

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors *
 * on national trade and consumer publications. This list covers decorating, *
 * appliances, food, building, gardens - every phase of the home furnishings field. *
 * To yearly subscribers this list is free. Non-subscribers pay \$25 for it. *
 * Additional copies are \$5 each to yearly subscribers. Personnel changes and *
 * additions are published weekly. Avail yourself of this invaluable service. *
 * ***** *

* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
 * ***** *

* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Aug. 17 Just out	NEW BOOK ON QUILTS A new book entitled "Old Patchwork Quilts and the Women Who Made Them" by Ruth E. Finley has just been published. This definitive work on the subject contains 96 illustrations and 100 diagrams. Contact: Theodore Anderson, CH. 2-1600.	GROSSET & DUNLAP	1107 BROADWAY
Thursday Aug. 17 Just out	DALE ORANGE PEELER A new six-inch plastic utensil with a curved, grooved blade has just been made available in department stores and five and tens in Manhattan, Brooklyn and Queens. The manufacturers claim that in 30 seconds a ripe whole orange can be peeled with no lost juice or torn skin, leaving two perfect cups of orange skin for serving fruit or marmalade. Publicity: Alfred Auerbach Assoc., CO. 5-7805.	DILLON-BECK MFG. CO.	NEW YORK CITY
Thursday Aug. 17- Sept. 1	PRESS PREVIEW The press is invited to preview the first rug ever designed by Henri Matisse, the world-famous artist. Named "Mimosa" by the artist, the rug may be previewed at the above address. It will be displayed to the public for the first time anywhere at the Grand Central Palace Home Furnishings Show starting September 7th. Releases and photographs are available. Publicity: Emily Purcell, MU. 9-1300.	ALEX. SMITH CARPET CO.	295 FIFTH AVENUE
Sunday Aug. 20- Aug. 24	SEATTLE GIFT, TOY AND HOUSEWARES SHOW Additional space has been secured for exhibits at this show, due to unprecedented demands for space. In addition to space in the Olympic Hotel exhibits may be seen at the New Washington Hotel and the Terminal Sales Building. The World Merchandising Mart with an entrance across the street from the two hotels mentioned will give buyers an unusually complete market. Contact: Kay Leber, 1355 Market Street, San Francisco, Cal.	WESTERN MERCHANDISE MART SAN FRANCISCO, CALIF.	OLYMPIC HOTEL SEATTLE, WASH.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 20- Aug. 25	ST. LOUIS GIFT SHOW, HOTEL STATLER, ST. LOUIS, MISSOURI. CONTACT: G. L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
<u>WEEK BEGINNING MONDAY, AUGUST 21, 1950</u>			
Aug. 21- Aug. 24	FALL & HOLIDAY VARIETY MDSE. FAIR, 71ST REG. ARMORY, NEW YORK, N. Y. CONTACT: ARTHUR TARSHIS, SECTY, 35 WEST 47TH STREET, LU. 2-4627.		
Monday Aug. 21 Aug. 25	NEW YORK GIFT SHOW TO HAVE LONGER HOURS For the convenience of buyers, the exhibit hours of the New York Gift Show will be increased this year. All exhibits will remain open until 9 P.M. on Tuesday, August 22nd. Contact: George F. Little Mgmt., MU.9-7174.	NATL. GIFT & ART ASSN.	HOTELS STATLER AND NEW YORKER
Monday Aug. 21- Aug. 30	EXHIBIT OF ART WORKS KONWISER, INC. 1 EAST 53RD ST. During this period a display of decorative prints on fabric, paintings, sculpture and jewelry by Matt Kahn will be on view. Contact: Jack Kaplan, PL. 3-3900.		
Aug. 23- Aug. 27	SEVENTH ANNUAL ADIRONDACK CRAFTSMEN'S EXHIBIT, HARRIETSTOWN TOWN HALL. SARANAC LAKE, N.Y. CONTACT: SARANAC LAKE STUDY & CRAFT GUILD, SARANAC LAKE.		
Wednesday Aug. 23 Just out	NEW MAGAZINE TO APPEAR MacFADDEN PUBLICATIONS 205 EAST 42ND ST. A new national magazine, "Good Cooking" will be launched on this date. It will be devoted completely to cooking, kitchen and dining room subjects. Its theme - that the kitchen is the heart of family life and good eating contributes much to good living. Contact: Virginia Shaeffer, LE. 2-9050.		
Wednesday Aug. 23 Just out	SIDELIGHTS ON ANTIQUES A. A. WYN 23 WEST 47TH ST. "New England Antiques", by Edwin Valentine Mitchell, does not attempt to be comprehensive but rather to present the romance, humour and interesting sidelights on the antiques of the region. Publicity: Eileen Kelly, A. A. Wyn, PL. 7-7350.		
Thursday Aug. 24 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST F. SCHUMACHER & CO. 535 MADISON AVE Twenty-five new silk patterns including those imported from France and Italy as well as domestic silks will be on display at the "Renaissance of Silk" breakfast for the press and trade. Mr. Walter E. Puschel, vice-president and production manager who is a leading authority on silks will be present to answer questions. These new silks will be available to the trade for early fall selling. Contact: David Ehrlich, Baldwin & Mermey, MU. 4-4540.		
Thursday Aug. 24 Dinner	TESTIMONIAL DINNER EASTERN MFRS. & IMPORTERS WALDORF-ASTORIA FOR GEORGE F. LITTLE NATIONAL GIFT & ART ASSN. GRAND BALLROOM In honor of Mr. Little who reaches seventy years of age and who has served these two associations for the past twenty-five years as well as many other industries in the home furnishings field, a dinner and dance will be held on this date. Tickets are \$7.50 each. Tables seat ten but reservations may be made for parties of any size. Contact: Mr. Jack B. Orenstein, 225 Fifth Avenue, New York 10, N.Y.		
Aug. 24-26	PENNSYLVANIA DUTCH CELEBRATION, HERSHEY, PENNSYLVANIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Aug. 25 10:00 A.M.- 12:00 M.	PRESS BREAKFAST A breakfast for the press to introduce custom and decorator furniture pieces which feature built-in fish tanks will be held on this date in Room 1244 of the Prince George Hotel. Furniture by Turchin as well as specially designed pieces will be shown. Publicity: Anne Gorman, George Peabody & Associates, MU. 8-2757.	AQUARIUM INST. OF AM.	PRINCE GEORGE
Aug. 27- Aug. 30	ANNUAL OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO. CONTACT: W. E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Aug. 27- Aug. 30	SECOND CALIFORNIA HOUSEWARES SHOW It is expected that the second Western Housewares Show will be much larger than its predecessor. Over 9000 buyers from the Western States alone are expected to attend this event. Contact: Woody C. Klingborg, L.A. Trade Fair. Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles, California.	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY	BILTMORE HOTEL LOS ANGELES, CAL.
Aug. 27-31	NATIONAL JEWELRY FAIR, STEVENS HOTEL, CHICAGO, ILLINOIS.		
Aug. 27	LEIPZIG AUTUMN FAIR, LEIPZIG, GERMANY TO SEPT. 1.		
<u>WEEK BEGINNING MONDAY, AUGUST 28, 1950</u>			
Monday Aug. 28 4:00 P.M.- 6:00 P.M. Cocktails	PRESS OPENING The press is invited to attend a party marking the formal opening of this organization. On display at the showroom will be the newly designed line of contemporary upholstered pieces as well as some new case units. <u>By invitation only.</u> Publicity: Virginia Burdick, OR. 4-6462.	MODERN DESIGNS INC.	137 EAST 25TH ST.
Aug. 28- Aug. 31	MID-SOUTH GIFT AND JEWELRY SHOW, KING COTTON HOTEL, MEMPHIS, TENNESSEE. CONTACT: A. J. CORY, SHRINE BUILDING, MEMPHIS, TENNESSEE.		
Aug. 31	BRITISH FOOD FAIR, LONDON, ENGLAND TO SEPTEMBER 9.		
Friday Sept. 1	SKETCHES FOR NEW EMBLEM All members and registered students of the A.I.D. are urged to submit sketches of a new emblem or insignia for the organization. Deadline is September 1, 1950. Submit as many sketches as you wish. There will be a prize for the finished drawing of the insignia selected by the National Board of Governors. Contact: Theodor Muller and Karl Book, A.I.D., 41 East 57th St., New York 22, N.Y., MU. 8-0238.	AM. INSTITUTE OF DECORATORS	41 EAST 57TH STREET
Sept. 1- Sept. 8	BOSTON GIFT SHOW, STATLER HOTEL, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVE., N.Y.C., MU. 9-7147.		
Sept. 2- Sept. 10	TRI-COUNTY HOME SHOW, PALISADES AMUSEMENT PARK, PALISADES PARK, N.J. CONTACT: ORKIN EXPOSITIONS MANAGEMENT CO., 8 W. 40TH ST., BR. 9-0993.		
Sept. 2-17	THE EUROPEAN FAIR OF STRASBOURG, STRASBOURG, FRANCE.		
Sept. 3- Sept. 7	DETROIT GIFT SHOW, HOTELS STATLER, BOOK-CADILLAC, DETROIT, MICHIGAN. CONTACT: WALTER OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
Sept. 3- Sept. 8	SOUTHWESTERN GIFT SHOW, BAKER HOTEL, SANTE FE BLDG., ETC., DALLAS, TEXAS CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Sept. 3-8	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS.		
Sept. 3- Sept. 8	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Sept. 4	LABOR DAY (MONDAY)		
Sept. 4- Sept. 7	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA. CONTACT: MRS. M. I. RENNER, 483 WEST MARKET ST., YORK, PENNA.		
Sept. 4- Sept. 8	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7174.		
Monday Sept. 4- Sept. 8	NATIONAL WALLPAPER TRAINING INSTITUTE	WALLPAPER WHOLESALERS ASSN. 1421 CHESTNUT, PHILA., PA.	UNIV. OF HOUSTON HOUSTON, TEXAS
	Purpose of the Institute is to provide a concentrated training program for those in the wallpaper business. Registration must be made in advance; it is \$15 which covers cost of the course. Address Natl. Wallpaper Training Inst., Univ. of Houston, Houston, Texas. Contact: Howard T. Hovde, Wallpaper Wholesalers Assn., 1421 Chestnut St., Phila. 2, Pa.		
Sept. 4- Sept. 9	BOSTON FALL FURNITURE SHOW, MECHANICS BUILDING, BOSTON, MASSACHUSETTS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASSACHUSETTS.		
Sept. 5- Sept. 7	17TH MERCHANDISE MART, PITTSBURGH WHOLESALE MERCHANTS ASSN., WILLIAM PENN HOTEL, PITTSBURGH, PA. CONTACT: E.M. MARKS, CRESCENT SALES CO., PITTSBURGH.		
Sept. 5-14	INTERNATIONAL TRADE FAIR, UTRECHT, NETHERLANDS.		
Tuesday Sept. 5	NEW SHOWROOM	S. RONEY COMPANY	220 FIFTH AVENUE
	By this date the new showroom, designed for this company by Kim Hoffmann and Stephen Heidrich, is expected to be ready. Here fine domestic and imported Tyrolen crystals ware will be shown. Contact: Kim Hoffmann, PL. 5-9555.		

1950 INTERNATIONAL TEXTILE EXHIBITION

This exhibition is open to designers of all textiles whose design is their own exclusive property. Designs must be on textiles, not paper. All entries must be eligible for purchase awards which are for the article entered which becomes the property of the Art Dept., Women's College of the University of North Carolina. The design remains the property of the designer. Awards will be given in the following categories: woven rugs, woven clothing fabrics, woven draperies and upholstery, napery and linens, etc., printed textiles, woven synthetics, woven linen. Entry blanks must be received by September 15, 1950 and exhibits by September 22, 1950. Exhibition opens November 1 and runs through November 30, 1950. Address, Secretary, 1950 International Textile Exhibition, The Women's College of the University of North Carolina, Dept. of Art, Greensboro, North Carolina.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 6- Sept. 8	REGISTRATION DAYS Students wishing to register for the coming year should present themselves on one of these three days. Applications for admissions should be made as early as possible and filed with the \$10 matriculation fee. Address: Registrar, Parsons School of Design, 136 E. 57th St., New York 22, N.Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 6-16	BIRMINGHAM RADIO AND TELEVISION EXHIBITION, BIRMINGHAM, ENGLAND.		
Thursday Sept. 7	CENTENNIAL OF GAS SERVICE IN CHICAGO TO BE COMMEMORATED BY EXHIBIT AT MUSEUM OF SCIENCE & INDUSTRY. CONTACT: PEOPLES GAS LIGHT & COKE CO.		
Thursday Sept. 7- Sept. 17	NEW MIRRORED FURNITURE A new line of traditional furniture in the Biedermeier manner will be created by Roy Requa Design Assoc. for fall showing by the New Era Glass Co. Several pieces of the Beidermeier line, depicting a new trend in mirrored furniture, will be on exhibit for the first time at the National Home Furnishings Show at Grand Central Palace on the above dates, and will be sold through retail stores, nationally. Publicity: Virginia Burdick Public Relations, OR. 4-6462.	NEW ERA GLASS CO.	GRAND CENTRAL PALACE, N.Y.
Thursday Sept. 7- Sept. 17	NATIONAL HOME FURNISHINGS SHOW Plans are for the second National Home Furnishings Show to be a three-floor event. Exhibitors include manufacturers, retailers, designers and leading decorators. This is the only show of its kind open to the public. Two theatres will show special features and events. The Designers' Gallery, Gallery of Table Settings, Gallery of Window Treatments and countless other distinctive exhibits will make this Show an outstanding contribution to the home furnishings industry. Exhibitors will be asked to compile lists of 50 of their dealers to whom complimentary tickets will be issued, allowing them free admission to the Palace any morning from 10 to 12 A.M. Regular show hours are from 12 to 10:30 P.M. daily, except Sunday 1:00 to 10:30 P.M. Admission, \$1.00. Contact for special features and events: Jane Scriven, Anderson, Davis & Platte, Inc., PL. 3-5200. Publicity: Louise Sloane, TR. 4-6182.	NATL. FURN. AND HOME FURNISHINGS SHOW, INC.	GRAND CENTRAL PALACE NEW YORK, N.Y.
Thursday Sept. 7- Nov. 1	STORE OPERATION CONFERENCES Store operation conferences for department, furniture and specialty store retailers in fourteen key cities will start, conducted by Mr. Oscar Wilkerson, a member of the executive staff of Amos Parrish. Dates are as follows: Philadelphia, Pa., Sept. 7-8; Boston, Mass., Sept. 11-12; New York, N.Y., Sept. 13-15; Pittsburgh, Pa., Sept. 18-19; Cleveland, Ohio, Sept. 20-22; Detroit, Mich., Sept. 25-26; Chicago, Ill., Oct. 2-3; Denver, Colo., Oct. 5-6; Seattle, Wn., Oct. 9-10; San Francisco, Cal., Oct. 12-13; Los Angeles, Cal., Oct. 16-17; Dallas, Texas, Oct. 23-24; St. Louis, Mo., Oct. 26-27; Atlanta, Ga., Oct. 31-Nov. 1. Contact: Merrill A. Watson, Carpet Institute, BR. 9-1033. Publicity: Melva Chesrown, Fred Eldean Org., EL. 5-7651.	AMOS PARRISH	KEY CITIES COUNTRYWIDE
Sept. 8-25	PARMA INTERNATIONAL EXHIBITION OF PRESERVED FOODS, PARMA, ITALY.		
Sept. 9-24	GHEENT INTERNATIONAL FAIR, GHEENT, BELGIUM.		

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Sunday Sept. 10	HOMEMAKER SECTION Timed to coincide with the National Home Furnishings Exposition in Grand Central Palace, this family buying guide for home furnishings will be the first home maker section of the fall season. Advertising forms close Friday, Sept. 1; final deadline for copy and plates is Tuesday noon, Sept. 5. Early reservations are recommended. Contact: Adv. Dept., The News, 220 East 42nd Street, New York 17, N.Y.	N.Y. SUNDAY NEWS	220 EAST 42ND ST.
Sept. 10-12	COLOGNE TRADE FAIR, COLOGNE, GERMANY.		
Sept. 10- Sept. 13	NATIONAL FROZEN FOOD LOCKER ASSN. NATL. MEETING, PALMER HOUSE, CHICAGO. CONTACT: S. T. WARRINGTON, 308 W. WASHINGTON ST., CHICAGO, ILLINOIS.		
Sept. 10- Sept. 14	CLEVELAND GIFT & ART SHOW, STATLER HOTEL, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sept. 10- Sept. 17	NATIONAL HOME WEEK SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONN. AVE., WASHINGTON, D.C.		
Sunday Sept. 10- Sept. 22	"MRS. AMERICA" CONTEST The 12th annual "Mrs. America" contest with judging based 50 per cent on beauty and 50 per cent on homemaking ability will be held. Each contestant must fill out a housecleaning quiz, prepared by The Woman Magazine; submit samples of crocheting in contest sponsored by The Spool Cotton Company; devise a novel way to use a cornbroom in housecleaning in a contest sponsored by National Broom Manufacturers Association; and compete in a cooking contest featuring the new Northwester pheasant-chicken. Sept. 11 through Sept. 16 the winner will distribute her prize-winning recipes and demonstrate homemaking hints at the Reading Fair, Fairgrounds, Reading, Pa. Sept. 22 Mrs. America will make a personal appearance at the National Association of Home Builders in Washington, D.C., in connection with the home building program. Sept. 24 through Sept. 30, she will appear in the Domestic Arts Building of the N. J. State Fair at Trenton, N. J. to present blue ribbon awards in needlecraft and cooking. Contact: Bert Nevins, WI. 9715.	MRS. AMERICA, INC.	ASBURY PARK, N.J.
Sept. 11- Sept. 13	LEES CARPET CLINIC, GLASGOW, VIRGINIA. PUBLICITY: WILMER C. CRESSMAN, JAMES LEES & SONS CO., BRIDGEPORT, PENNA.		
Sept. 12-13	ROSH HASHONAH -- JEWISH NEW YEAR.		
Wednesday Sept. 13- Sept. 15	NEW FALL LINE TO BE SHOWN In addition to new selections of the documentary patterns for which they are well known, Greeff Fabrics will introduce a wide variety of hand-blocked English prints as well as new patterns and colors in Mandarin silks on these dates. Hours are: September 13, 10 A.M. sharp; September 14, 2:30 P.M. sharp; September 15, 10 A.M. sharp. Contact: Mrs. Donald Price, PL. 9-2310; Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	SHOWROOMS 4 EAST 53RD ST.
Sept. 17- Sept. 20	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 17- Sept. 20	WESTERN JEWELRY & SILVERWARE SHOW This show, which will also include china and glass, will be held on these dates. Contact: Woody Klingborg, L. A. Trade Fair, 1151 S. Bway, Los Angeles 15, California; Publicity: Medberry & Barth, 860 S. Los Angeles Street, Los Angeles 14, California.	LOS ANGELES TRADE FAIR 1151 SO. BROADWAY, L.A.	HOTEL BILTMORE LOS ANGELES, CAL.
Sept. 17- Sept. 23	EXHIBIT AND SALE OF BEST IN HANDICRAFTS, TOWN HOUSE, STORROWTON, EASTERN STATES EXPOSITION, WEST SPRINGFIELD, MASSACHUSETTS.		
Sept. 18- Sept. 20	NORRISTOWN FAIR, CITY HALL AUDITORIUM, NORRISTOWN, PENNSYLVANIA. CONTACT: JOAH A. HEIDEL, MGR., NORRISTOWN, PENNSYLVANIA.		
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT.		
Thursday Sept. 21- Sept. 30	TO PROMOTE HOME FASHION TIME A definite program to tie-in with and promote Home Fashion Time has been adopted by the Carpet Inst., Inc. and by the Decorative Fabrics Inst., Inc. The Carpet Inst. will start its observance on the Thursday preceding the official week, Sept. 25-30. Advertising mats, display ideas, a special poster and streamer, will be included in the Home Furnishings Industry Com. kit at no extra charge to the retailer and will be available through the National Retail Furniture Assn. In addition a special carpet kit will be made available to specialty carpet and rug shops through the same organization. Department, furniture and fabric specialty stores throughout the country will be sent "Fashion Facts," a work-plan kit for decorative fabric promotions during Home Fashion Time and throughout the year. A single sheet of 15 stories and fillers will be sent to newspaper editors of woman's pages containing advice on making a little decorating money go far. Scripts on decorative fabrics as well as times spots on Home Fashion Time have been prepared for women's program commentators across the country. Contact for Carpet Inst.: Melva Chesrown, EL.5-7651. Contact for Decorative Fabrics Inst.: Claire Corbin, LO. 5-1399.	CARPET INSTITUTE, INC. DECORATIVE FABRICS INST. INC.	NATIONWIDE RETAILERS
Sept. 21-30	CALIFORNIA HOME FASHIONS SHOW, OREGONIAN'S HOSTESS HOUSE, PORTLAND, ORE.		
Sept. 24	METZ INTERNATIONAL FAIR, GERMANY TO OCTOBER 8.		
Sept. 24-26	FLORIDA CHINA, GLASS & GIFT SHOW, SAN JUAN HOTEL, ORLANDO, FLORIDA.		
Sept. 24- Sept. 28	NORTHWEST GIFT, ART & HOUSEWARES SHOW, HOTELS RALISSON & DYCKMAN, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, 9825 S. MERRION AVE., CHICAGO 17, ILL.		
Sept. 24- Sept. 30	ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Tuesday Sept. 26- Nov. 28 7:00 P.M.- 9:00 P.M.	1950 FALL COURSE IN PUBLICITY A course in publicity, open to non-members, is being given on ten consecutive Tuesdays, beginning on this date. Registration fee is \$10 for entire course. The first lecture entitled "What Is Publicity?" will discuss the tools of publicity: Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK	HOTEL SHELTON NEW YORK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 25- Sept. 30	NATIONAL WINDOW WEEK Newspaper and magazine editors will be furnished with four actual samples of new fabrics plus samples of all venetian blind news for any television show across the country on which the editor will discuss "What the well-dressed windows will be wearing this fall." A four-page story, plus four pictures, including a "before and after" problem window treatment is also part of this package. Contact: Kim Wiss, Steve Hannagan, PL. 5-2900.	STEVE HANNAGAN OFFICE	NATIONWIDE
Monday Sept. 25- Sept. 30	HOME FASHION TIME This annual national event is receiving strong backing in New York, Macys, Lord & Taylor's, Bloomingdale's, Sterns and Abraham & Straus have already indicated their intention to participate whole-heartedly. Meetings have been scheduled with other department stores and with home furnishings retail shops. Editorial material, including photographs on new fashions in home furnishings is beginning to come in and it is hoped that sufficient material will be available to meet the demands of the coast-to-coast press. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	NATIONWIDE

TELEVISION NEWS

Monday Aug. 21- 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM JUST FOR YOU Mr. Robert Page of the Page Panel Co. will demonstrate the installation of the new plastic "Wonderwall" which is inexpensive and washable. The company also claims that the "Wonderwall" has insulating and acoustical properties which make it suitable for rooms with TV sets. Publicity: Babs Doniger, PL. 3-7142.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA
Thursday Aug. 17 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS SHOW The Bessen Dish and Lingerie Washer a new invention that will care for both dishes and fine lingerie will be introduced on the Kathi Norris program. Publicity: Babs Doniger, PL. 3-1742.	WNBT CHANNEL 4	NBC ROCKEFELLER PLAZA

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below.

Mrs. Kitty Perkins Robinson has been appointed associate merchandise editor of the Home Living Department of Flair magazine and Ann Pringle has joined the staff as an assistant in that department.

EDITORIAL REQUIREMENTS

For Sacramento Valley Rancher and for the Rural Bulletin
116 West Bassettlaw Avenue, North Sacramento, California.

These publications can use copy for the Ranch Home Section which appears monthly in both. Pertaining to furniture, fabrics, floor coverings, appliances, and so on for suburban and ranch homes, copy should emphasize California rural living. Picture stories are especially desirable and line drawings and glossy prints are preferred. Photographs and illustrations must be exclusive. How-to-do stories about homemaking are also wanted. Address: Ken Alstad. Deadline, 15th of each month.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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